



# EVERY LETTER COUNTS FEEL THE SURGE APPROACH TO SUCCESS

# S



## SELL

Drive growth across all Surge product families and commodities. Every opportunity counts. Every conversation matters.

# U



## UNITE

Strengthen collaboration across Distributors, OEMs, Representatives, and Internal Teams. One aligned organization. One shared success.

# R



## RETURN ON INVESTMENT (ROI)

Deliver measurable value and strong returns for our customers, partners, and Surge. Profitable growth benefits everyone.

# G



## GROWTH

Expand revenue, increase market share, and win new designs. Growth is not accidental — it is intentional.

# E



## ENERGIZE

Bring passion, urgency, and positivity to everything we do. Energy is contagious. Motivation fuels team selling and winning results.